

A MESSAGE FROM ...THE STARS...

Contestants in the Booklovers' picture solving game have had a mystery to perplex them ever since last Thursday, upon which day the catalogue of 5,000 book titles went on sale.

It is the mystery of the stars.

There are ten of them in the catalogue, set opposite ten book titles.

And just why they are there has caused thousands of Booklovers' tongues to wag and thousands of Booklovers' pens to start scratching questioning letters to the Contest Editor.

"We want to know," has been the burden of the refrain, "why are those stars in the catalogue?"

They are there to mark ten CORRECT CONTEST TITLES.

In other words, ten of the 77 correct book titles are plainly indicated by having stars opposite them. That picks out ten of the correct titles for you, and leaves only 67 titles for you to find through your own efforts.

Fit the starred titles to ten pictures. Watch the contest pictures as they appear day by day, until each of the ten pictures represented by the ten starred titles has been published. Some of the ten pictures may have appeared already. Look up those ten starred titles in the catalogue and see if any of the pictures that have been printed thus far represents one of the ten starred titles.

Better make a list of the ten starred titles, and each morning see, first of all, if one of the ten pictures has appeared.

Of course, you do not know now and, of course, you will not be told here, just what ten pictures will represent the ten starred titles. Perhaps the first title in the catalogue bearing a star will be represented by the last of the ten pictures to appear. You must watch the pictures as they are printed, and use your wits in fitting the proper title to the proper picture.

But that will not be hard. Suppose you were told ALL the 77 correct titles, and told to fit them to the 77 pictures. THAT would be easy, wouldn't it? Well, it's just as easy to fit the ten correct titles which are told you to ten of the pictures.

So the catalogue is a double help. It contains the 77 book titles which the 77

pictures represent, and TEN OF THESE 77 CORRECT TITLES ARE MARKED FOR YOU.

Have you been thinking pretty hard over some of the pictures that have appeared? Better get a catalogue right away and look over the ten starred titles. Maybe one of them exactly fits one of the pictures already published. Perhaps TWO of the pictures represented by starred titles have already been published! Better find that out right away.

You really have a game within a game, you Booklovers' contestants—a game you might call "Matching the stars to the pictures." This is a little game inside of the larger game of matching ALL the 77 pictures to 77 titles in the catalogue. And, remember always: With ten correct titles marked for you, there are only 67 correct titles left for you to dig out of the catalogue yourself!

Why are ten correct titles marked in the catalogue? Just as a cute little kink in the contest. No other reason—except that it DOES help contestants to realize how closely the titles fit the pictures. Each picture is drawn to represent ONE book title, and only one.

This catalogue used in this contest is a new catalogue.

Look at to-day's Booklovers' Contest picture, published below. Consult the ten starred titles in your catalogue. Does the picture fit any of the ten titles?

If it does and you are sure of it, then all you will have to do will be to write in this title beneath the picture and cease to worry about that picture. But if it does not fit any of the starred titles you will have to put on your thinking cap, "figure out" what SORT of title that picture MUST have been drawn to represent, and TEST OUT these possible titles in the catalogue.

The correct book title represented by each of the 77 contest pictures is in the catalogue.

Ten of the correct titles are starred.

Sixty-seven of the correct titles are not starred. You will have to dig them out by yourself.

Here's success to you!

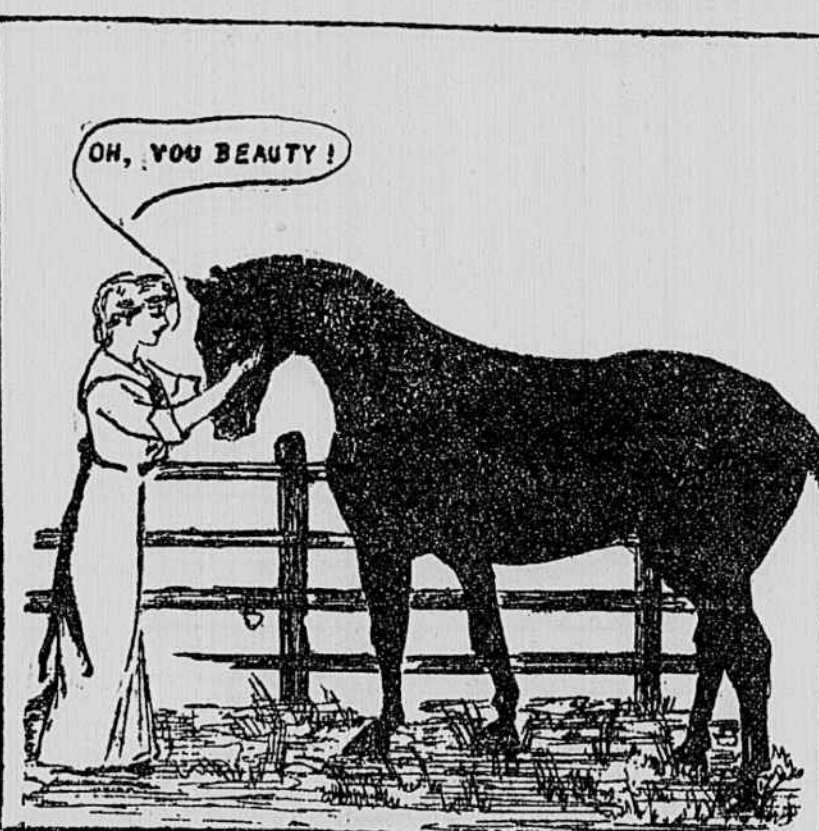
Here Are the Prizes
\$1,200.00
IN GOLD

Divided Into Fifty Different Awards



Second Prize is \$200 in Gold.
Third Prize is \$150 in Gold.
Fourth Prize is \$100 in Gold.
Fifth Prize is \$50 in Gold.
Sixth Prize is \$50 in Gold.
Seventh, Eighth, Ninth and Tenth Prizes are \$25 each in Gold.
Eleventh to Twentieth Prizes are \$10 each in Gold.
Twenty-first to Fiftieth Prizes are \$5.00 each in Gold.

The Times-Dispatch's Great
\$1200.00 Gold Booklovers' Contest
Picture No. 8 Date, August 3d



What Book Does This Picture Represent?
Write Title and Name of Author in Form Below

Title
Author
Your Name
Street and Number
City or Town

TOTAL NUMBER OF PICTURES, 77. Contest began July 27th. Each day a different picture appears in this space. Cut them out. Save them until the last picture appears on October 11th. Don't send in partial lists. Wait until you have all the answers to the 77. Read Rules, Daily Story and Special Announcements in another part of this paper. It will help you win a prize. Extra pictures and coupons of any date that have appeared may be had at 2c. Enter to-day without registering your name. Merely Save Pictures and Coupons as they appear.

You
Start In
This Great
Game
To-Day.
All The
Pictures
Published To
Date Free
With the
Catalogue.
You Can
Win and
Easily, Too.
Start To-Day

Beware of
Fakers

Who Offer to Sell Worthless Lists of
Titles. They Can Not
Help You.

How They
Work

These fakers generally advertise that for a 2-cent stamp they will send several titles which, in the opinion of the fakers, will prove correct titles to the pictures. Accompanying this "sample" list of titles will be a letter advising that for fifty cents, a dollar two dollars, or more, they will supply lists of titles that will seem to fit the pictures.
Don't deal with these sharpers, because if they could furnish a list of titles that would solve the pictures they would use their own lists and win the prizes. They know no more about the titles than you do.

CONTEST EDITOR'S
::: OFFICIAL :::
Booklovers' Catalogue

Here is a portion of one of the pages of the Catalogue, showing how the titles are listed in alphabetical order. One of the catalogue certificates, redeemable for five free pictures, is shown also. The 77 titles which the 77 pictures represent are contained in this catalogue, and YOU can find them there.

BOOKLOVERS' CATALOGUE CERTIFICATE
Number 1 Good for Pictures and Coupons
Numbers 1, 2, 3, 4, 5
This certificate will be accepted by this newspaper in full, contest now being conducted in exchange for the FIVE PICTURES and COUPONS stated above.
REDEEMABLE ONLY AFTER THE ABOVE FIVE PICTURES and COUPONS HAVE BEEN PUBLISHED IN OUR PAPER.
NOTE INSTRUCTIONS ON REVERSE SIDE

USE THIS ORDER BLANK FOR CATALOGUE

If you cut this order form, fill it out and send or bring it in with the sum designated, you will receive the Official Copyrighted Contest Catalogue of about 5,000 book titles, and seven certificates redeemable for the first thirty-five pictures in the contest. In the catalogue are all the correct titles to the seventy-seven pictures. Catalogues, 35 cents at this office, 40 cents by mail.

Booklovers' Contest Editor,
The Times-Dispatch.
Inclosed find 40 cents, for which send me a Booklovers' Contest Catalogue of about 5,000 book titles and the seven certificates redeemable for the first thirty-five pictures.
Name
Street and No.
City State

ENTER THIS CONTEST TO-DAY.
You can enter contest at any time. Order the paper sent you for three months beginning with issue of day your order is received.
Get in the contest right now. It is just becoming interesting.
Don't miss a single picture. Get this paper every day.

SUBSCRIPTION RATES.
Daily and Sunday by carrier, 65c a month.
Daily and Sunday by mail for three months, \$1.50.
Price of paper per single copy: Daily, 2c. Sunday, 5c.

The principal features in connection with this contest are copyrighted by the Booklovers' Contest Co., San Francisco, Cal.